

**REMARKS**

In the Office Action mailed December 13, 2004, the Examiner noted that claims 1 and 3-10 were pending and rejected all claims. Claims 1 and 3-10 remain pending for reconsideration which is requested. No new matter has been added. The Examiner's rejection is traversed below.

In the Office Action, at pages 3-4, claims 1 and 3-10 were rejected under 35 U.S.C. § 103 as being unpatentable over Walker '207 in view of Walker '270. This rejection is traversed and reconsideration is requested.

An interview was conducted with the Examiner and the substance of the interview is discussed below.

The invention, when taken as a whole, is not taught or suggested by the prior art. The invention includes a number of different features not taught or suggested by the prior art. Claim 1 will be used as an example as in the Interview.

The present invention calls for a feature associated with providing contact information about a consumer with a non-binding market interest that allows the requirement of "prior approval" before contact and identity information is released. The Examiner points to the prior approval for providing employment information of the employment search system of Walker '270. Walker '270 is about employment searches where privacy is important. Walker '207, in contrast, is about a buyer issuing an offer where the ability of the buyer to follow through on the offer needs to be verifiable and the buyer wants to be able to obtain the goods, and therefore, wants to reassure the seller by providing information the seller needs. In fact, Walker '207 freely provides "complete details" about the buyer (see col. 19, lines 3-12) when requested by the seller for this purpose. To combine Walker '270 with Walker would destroy the purpose of Walker in reassuring the seller that the buyer can pay. It is submitted that Walker '207 and Walker '270 would not be combined for this reason.

The present invention includes "an information extracting unit extracting, from the registered personal information, personal information to be disclosed to the dealer when access approval is confirmed" and "a pickup processing unit permitting the dealer to pickup the personal information extracted by the information extracting unit." The Examiner compares these features

to the '207 Walker buyer database 255 discussed at col. 13, lines 1-53 and the ability of the seller to transmit a response directly to the buyer discussed at col. 19, lines 55-60. These portions of Walker '207 say nothing about a unit for extracting and a unit for permitting pickup. Walker '270 says nothing about this

Walker '207 discusses a CPO (conditional purchase offer) that is binding upon the purchaser when the seller accepts the offer. In contrast, the present invention involves "non-binding market information that advertises a non-binding market interest of the consumer". Walker '270 says nothing about this and is about employment searches.

Walker '207 posts the CPO in a database and provides information about the buyer of the CPO. The information about the buyer with respect to the total information that is actually provided to the seller is not completely clear from the description of Walker '207 (see the discussions of col. 13, lines 23-29, col. 17, lines 48-64, col. 18, line 64-col. 19, line 11). However, it is clear that at least contact information for the buyer is provided so that the seller can contact the purchaser directly to send the buyer the response to the CPO (see col. 19, lines 55-60). In contrast, the present invention withholds such contact information ("withholding from the dealers a portion of the personal information of the consumer necessary for a dealer to identify and contact the consumer about the viewed market information"). Walker '270 says nothing about this.

In Walker '207 if the seller wants additional information about the buyer, the seller can request the additional information and it is freely given (see "provides complete details" - col. 19, lines 3-12). In contrast, when the dealer wants the identity and contact information of the consumer in the present invention, the dealer must purchase the identity and contact information of the consumer ("purchasing and acquiring for a dealer, after the dealer has viewed the posted market information, the previously withheld portion of the personal information of the consumer necessary for the dealer to identify and contact the consumer about the viewed market information"). That is, to get the identity and contact information of the particular for non-binding market interest of the consumer, the dealer must purchase this particular information. That is, dealers purchase only the information that they need. Walker '207 does discuss fees but they are advertisers fees. Or the fees are a flat fee for receiving all CPOs over a give period of time. Or the fee is a percentage price of the CPO, that is, a percentage of the cost of the thing being

bought. The percentage fee is not for information but for the actual purchase of something. The present invention allows the information provider to collect a fee for the contact information and identity and then the dealer can collect separate a fee for a purchase of any product by the consumer that results from the contact information being provided to the dealer. Walker '270 says nothing about this.

It is submitted that the claims are not taught, disclosed or suggested by the prior art. The claims are therefore in a condition suitable for allowance. An early Notice of Allowance is requested.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the U.S.P.T.O. is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: \_\_\_\_\_

5/6/15

By: \_\_\_\_\_

J. Randall Beckers  
Registration No. 30,358

1201 New York Ave, N.W., Suite 700  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501